



Tourism and Culture

2002
Tourism
Industry Facts

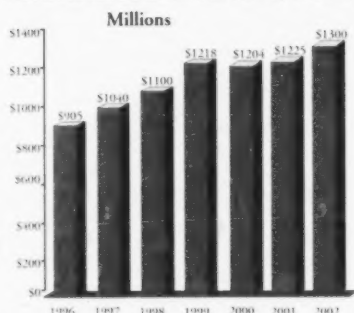

NOVA SCOTIA
Tourism and Culture

How important is tourism?

In 2002, tourism was a \$1.3 billion industry for Nova Scotia. The province's tourism industry revenues rose 4% from 2001. Tens of thousands of Nova Scotian jobs depend on tourism activity. In 2002, the tourism industry in Nova Scotia generated:

- \$1.3 billion in direct revenues with 60% or \$764 million from non-resident visitors to Nova Scotia
- 34,700 direct and indirect jobs
- \$498 million in direct and indirect wages and salaries
- \$119 million in provincial and municipal taxes

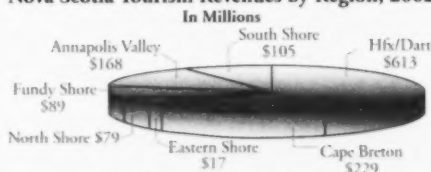
Nova Scotia Tourism Revenues, 1996-2002



How are revenues shared among the regions?

Both the urban and rural areas of the province benefit from tourism generated revenues.

Nova Scotia Tourism Revenues by Region, 2002

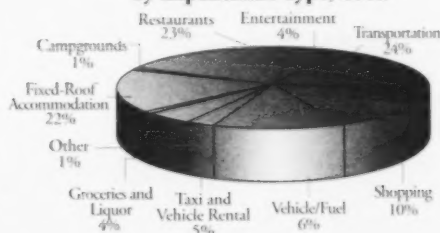


Total Revenues = \$1.3 Billion

What businesses benefit from tourism?

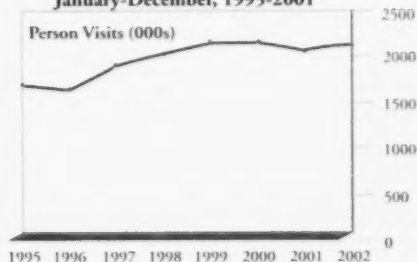
Spending by tourists in Nova Scotia benefits almost all sectors of the Nova Scotia economy. Since this spending generates tax revenues for the municipal and provincial governments, it also helps to support and maintain our essential services like health care, education, police services, and snow removal.

Nova Scotia Tourism Receipts by Expenditure Type, 2002



Total Revenues = \$1.3 Billion

**Visitor Volume to Nova Scotia
January-December, 1995-2001**



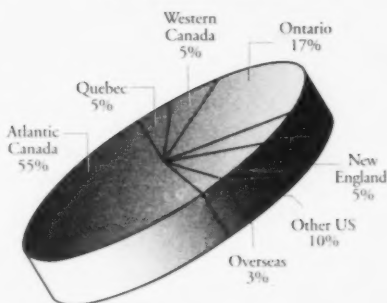
How many people choose Nova Scotia as a travel destination?

For January to the end of December 2002, overnight, non-resident visitation to Nova Scotia totalled 2.18 million people. In addition to visitors from outside the province, Nova Scotians made almost six million trips within the province annually, providing significant benefits for the industry.

Who visits Nova Scotia?

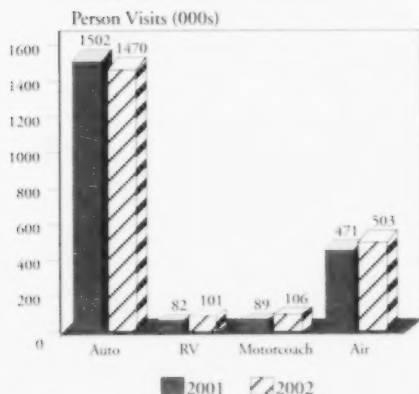
The majority of non-resident visitors to Nova Scotia come from other areas of Atlantic Canada (55%). Visitors from Ontario comprise another 17% and other parts of Canada 10%. The US and overseas visitors also make a significant contribution. In 2002, 15% of our visitors came from the United States, while 3% came from other international markets.

**Visitation to Nova Scotia
by Region of Origin, 2002**



Total Non-Resident Visitation = 2.18 Million

**Visitor Volume to Nova Scotia
by Mode of Travel, 2001-2002**



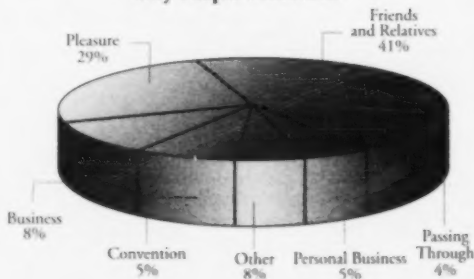
How do they get here?

More than three quarters (77%) of Nova Scotia's visitors travel by motor vehicle, via road and ferry. Specifically, 67% arrive by car, 5% by recreational vehicle, and 5% by motor coach. The remaining quarter (23%) arrive by airplane.

What attracts people to Nova Scotia?

People visit Nova Scotia for many reasons: to take a vacation and enjoy the natural beauty that Nova Scotia offers, to visit friends and relatives, to conduct business, attend conventions, and to take care of personal business.

Why People Visit Nova



Source: 2000 Nova Scotia Visitor Exit Survey

How can you play a part?

To make a difference you can:

- Learn about the attractions, events, and tourist facilities in your area and vacation in your own province first.
- Be friendly and helpful to visitors you meet.
- Encourage friends and relatives who live in other provinces to come for a visit.
- Encourage your business or organization to hold meetings in Nova Scotia.
- Be a tourism ambassador - join your local tourism association or chamber of commerce.

Need more information?

For more information about Nova Scotia's tourism industry, contact Tourism and Culture at the address below. You could also visit our web site at: www.gov.ns.ca/dtc or be put on the mailing list to receive a copy of our monthly publication, Tourism Insights.

Tourism and Culture
Enquiry and Research
P. O. Box 456
Halifax, Nova Scotia
B3J 2R5

Telephone: (902) 424-6355

Fax: (902) 424-0629

E-mail: mcnuttk@gov.ns.ca

Web Site: www.gov.ns.ca/dtc